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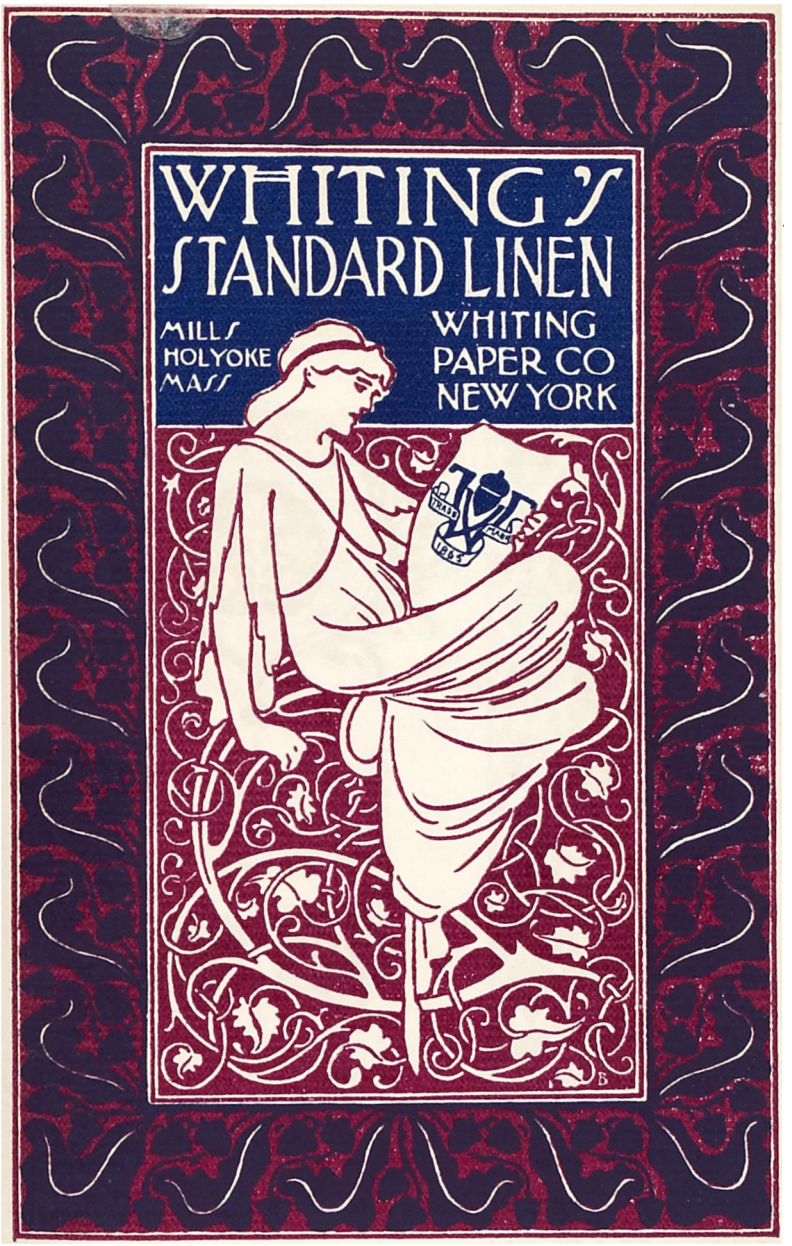
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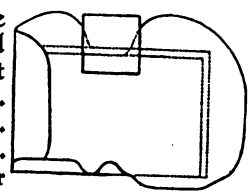
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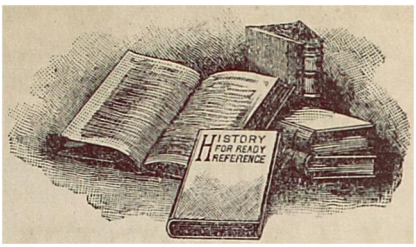
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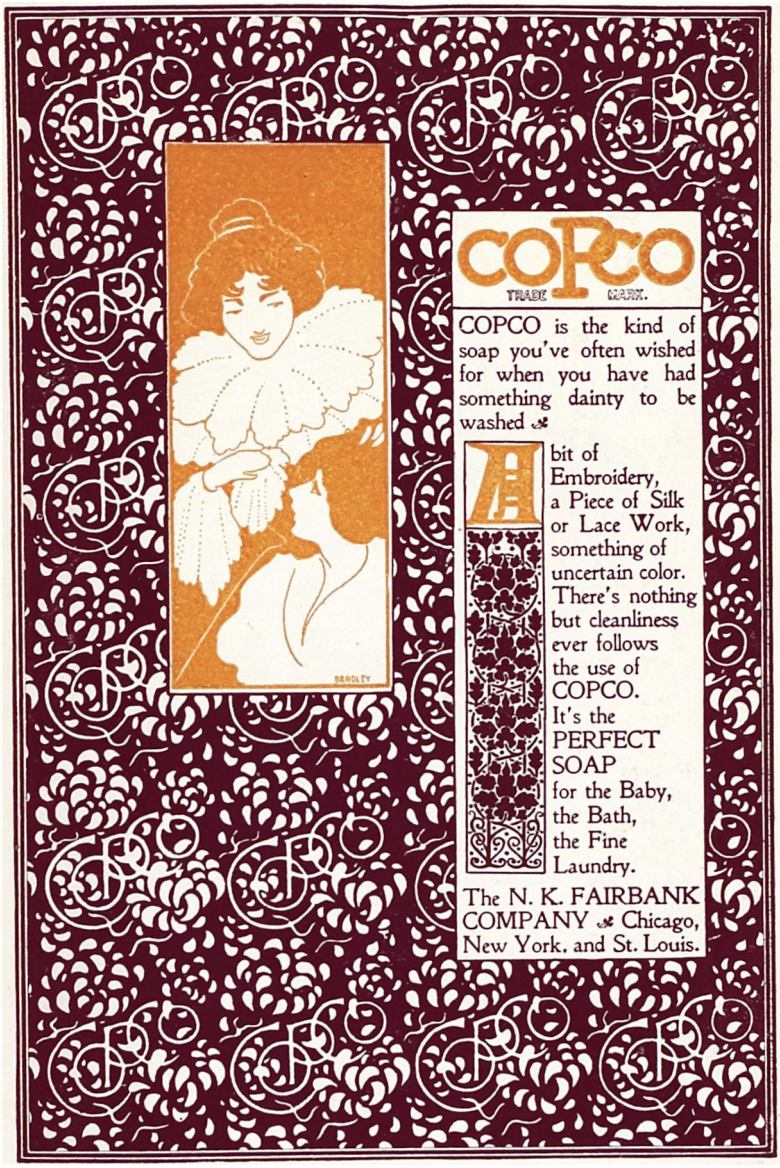
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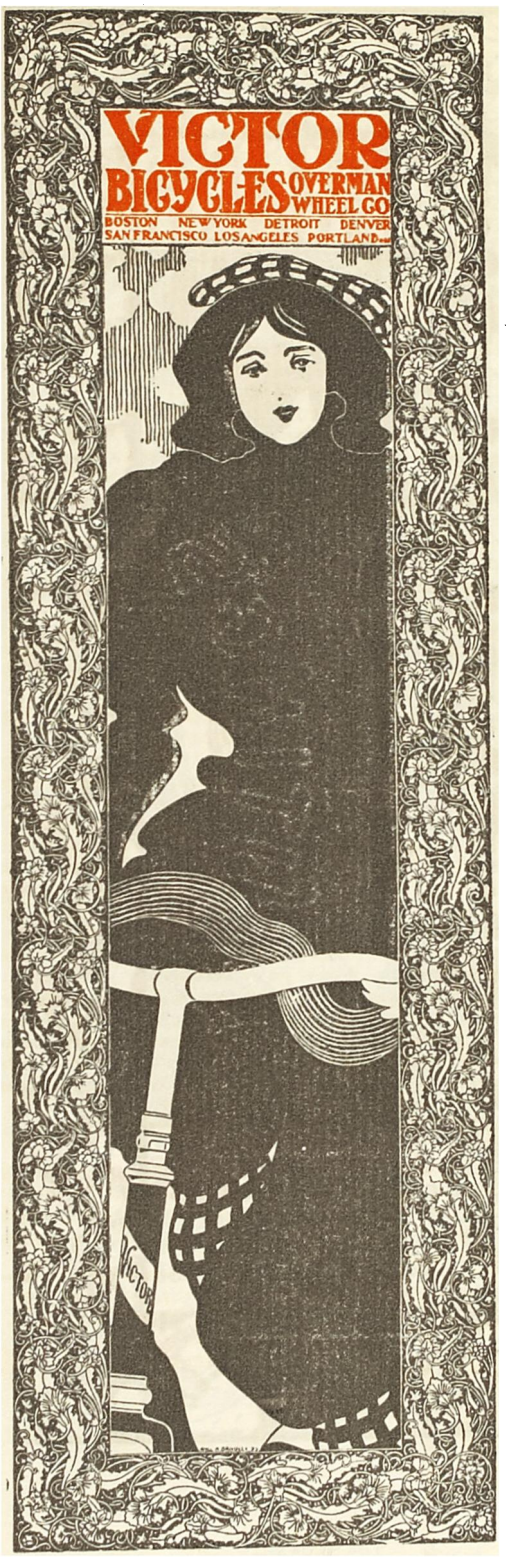


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is the hinge of business, and there is no method without system and order.

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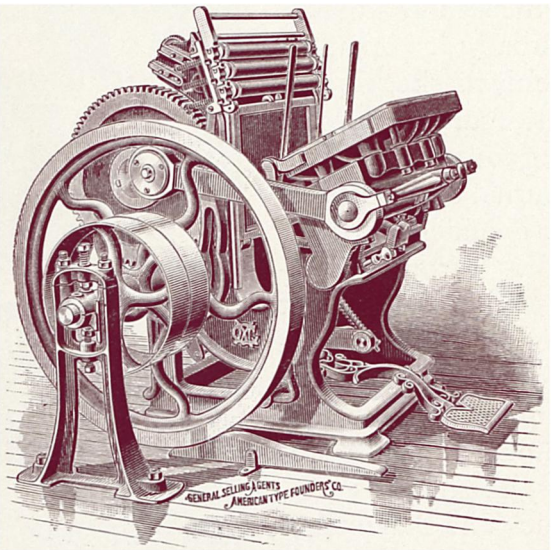
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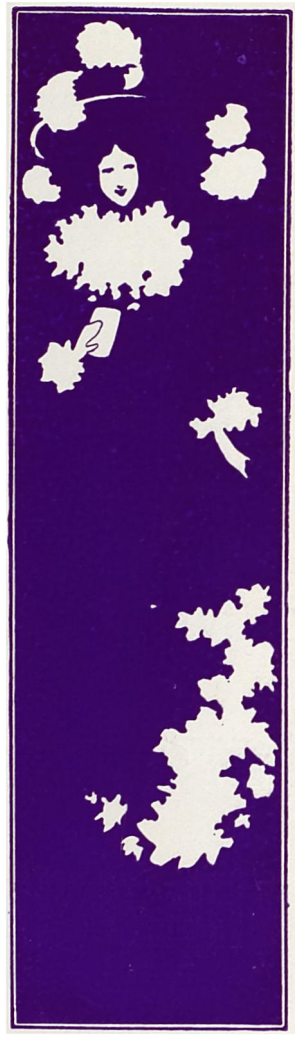
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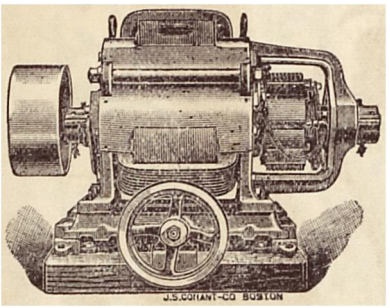
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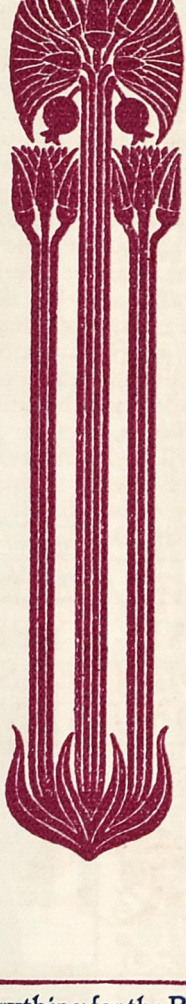
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Everything for the Printers. Sold at advantage to the Printer, because as largest buyers of printing machinery, material and supplies, and largest manufacturers of Type in the world, the very lowest prices are secured from manufacturers and on metals. Not to avail of the completeness and quality of the stocks carried in our eighteen branches is to put yourself at a marked disadvantage. Why buy the second best, when the best costs you no more?

 Note. This page is referred to by mistake as 24.

ART AND TYPE-MAKING

A NEGLECTED ART.

PRIOR to the invention of printing, when books were manuscriptal, the Art of Lettering was of high importance and attained classic perfection. ❧ ❧ At the dawn of the Art of Printing, type was made to reproduce the higher classic forms of lettering then in use, and the degree of perfection in type forms of that early period has not since been surpassed. As the making of type improved mechanically it deteriorated artistically, and the decline has been arrested spasmodically at rare intervals. Artists have, broadly speaking, abandoned a useful and beautiful art to mechanics, to such an extent that it is doubtful if nineteen out of twenty artists can correctly draw all the letters of the Roman Alphabet. ❧ ❧ ❧



A RENASCENT ART.

DURING the past decade the leading type-founding concerns, MacKellar, Smiths & Jordan Co., Dickinson Type Foundry, and Central Type Foundry, now a part of the American Type Founders' Company, have achieved notable success in allying art to type making. Type that has been made after the designs of Abbey, Ipsen, Bradley and others, has had an instant and large commercial success, and has exercised an educational influence on the printing of the world. The Company has reproduced the types of Caxton, Caslon, Elzevir and others, in an effort to preserve for modern printers the valuable legacy of the early masters, and has thus become a fellow-worker in the same field with William Morris, Walter Crane, and others, who in England are leaders in a revival of classic typography. Mr. Bradley is designing some new styles for the Company.

THE AMERICAN TYPE FOUNDERS' COMPANY.



LEADERS OF TYPE FASHIONS.

COVERING THE CONTINENT.

BRANCHES IN EIGHTEEN CITIES

AGENCIES IN GREAT BRITAIN, INDIA, AUSTRALIA & CANADA.

INVITATION TO ARTISTS.

THE American Type Founders' Company, in entire sympathy with the development of classic typography, is prepared to co-operate with those who have made a serious study of mediaeval models, and will adapt them to modern requirements. The work is fascinating, enduring and profitable. Artists who do not care to take so intimate an interest will find the study of type models attractive, and can aid the revival of this art by putting the classic stamp on such printing as they may have done, when publishing their works. All are dependent in some wise on the "art preservative of arts," and this vehicle of expression for all arts should be made itself a worthy art.

COMMUNICATIONS ON THIS SUBJECT SHOULD BE MADE TO THE MANAGERS OF BRANCHES OF THE AMERICAN TYPE FOUNDERS' COMPANY, AS ADVERTISED ON PAGE 24, WHO WILL RENDER ANY ASSISTANCE IN THEIR POWER. ❧ ❧ ❧